

SÍMINN JOINS NORDISK FILM & TV FOND

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For Immediate Release

Nordisk Film & TV Fond is proud to welcome Iceland's largest telecommunication group Síminn among its high-profile group of Nordic partners.

Síminn's partnership brings the number of broadcasting partners to 13 and overall Nordisk Film & TV Fond partners to 19.

Pálmi Guðmundsson, EVP Programming at Síminn said: "We are both proud and happy to be joining Nordisk Film & TV Fond. We are investing more in quality Icelandic content, both drama and comedy and we see Nordisk Film & TV Fond as a platform that will help us grow into that direction and reaching our goals."

Petri Kempainen, CEO at Nordisk Film & TV Fond said: "We are welcoming Síminn as our third TV partner from Iceland, bringing the total of our agreement partners up to 19 out of which a record of 13 are TV stations. Síminn has over the recent years been heavily investing in TV drama and I believe their membership will provide more funding opportunities for producers and further boost the Nordic creative community."

In 2016 Síminn folded its subsidiary TV station SkjárEinn into the Síminn family and rebranded the station to Sjónvarp Símans, making all its content the cornerstone in Síminn's product portfolio.

The SVOD service Sjónvarp Símans Premium which has one of every three homes in Iceland as a subscriber, has seen tremendous success in both subscriber rates and in ratings as viewing numbers are breaking records almost every month.

Síminn's editorial strategy is to produce one new Icelandic drama series per year along with other local formats and foreign content. Series like the neo-noir *Stella Blómkvist* (nominated for the 2018 Nordisk Film & TV Fond Prize-Best Nordic Screenplay) and the comedy *Venjulegt fólk (Ordinary People)* received strong audience and critical responses, and are represented worldwide by the major distributors Red Arrow Studios International and REinvent Studios respectively.

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About Síminn

Síminn is Iceland's largest and oldest telecommunication group, offering its clients a wide portfolio of communication services, including mobile phones, Internet connections and television. The group operates its own TV channel Sjónvarp Símans and streaming service Sjónvarp Símans Premium.

About Nordisk Film & TV Fond

Established in 1990, Nordisk Film & TV Fond has an annual budget of approximately NOK 110 million. The Fund is backed by the Nordic Council of Ministers, the five Nordic film institutes and 13 Nordic television channels. Its primary purpose is to promote film and TV productions of high quality in the five Nordic countries (Denmark, Finland, Iceland, Norway and Sweden), by providing top-up financing for feature films, TV-fiction/series and creative documentaries. The Fund also supports cross-border distribution in the Nordic region, cultural and training initiatives.